

I am opposed to ringless voice mail. I carry my cell phone with me at all times and leave it on at night in case my family or friends have an emergency. Unfortunately, because of spotty reception, I get many messages through voicemail. I don't want to miss an important voicemail because I assumed it came from a telemarketer.

A call is anything I have to look at, act on or respond to. I don't care whether it rings. If it's taking my time or distracting me, it's a call.

I can sympathize with companies' and organizations' desire to reach consumers, but they have other, less irritating ways to advertise their products and causes. These alternatives may take more effort, but that's good. Low-effort marketing strategies are too easily abused by frauds and fools.